

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / June 2015

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	1	Leo Burnett	Philip Morris, BenQ Project, Beijing Qihu Keji Project	2.72		2.72	15
2	2	McCann WorldGroup	FamilyMart Let's Cafe Project, Wyeth Project, Bonaqua water Project	1.58		1.58	6
3	4	Dentsu	TTung Ho Steel, Pernord Ricard, Audry Project, Carrefour Project	1.27	Moet Hennessy	0.97	16
4	3	Ogilvy	China Auto Rental Project, SET Project, Who's Call Project	0.96		0.96	6
5-	5=	Saatchi & Saatchi	Acer	0.50		0.50	1
5-	5=	Bates	Volkswagon	0.50		0.47	1
7-	7=	Havas Worldwide		0.00		0.00	0
7-	7=	Lowe		0.00		0.00	0
7-	7=	DDB		0.00		0.00	0
7-	7=	Grey Group		0.00		0.00	0
7-	7=	Publicis		0.00		0.00	0
7-	7=	Y&R		0.00		0.00	0
7-	7=	TBWA		0.00		0.00	0
15	15	JWT		0.00	PepsiCo Foods	-0.01	0
7-	7=	FCB		0.00	Pernord Ricard	-0.08	0
16	16	BBDO	Moet Hennessy	0.30	Tung Ho Steel	-0.59	1
						6.5	46

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / June 2015

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	1	Dentsu Media	Pernod Ricard, Kaohsiung City Govt Project, Koram Game Project	1.3		1.30	29
2	2	PHD	SC Johnson(Planning), Unilever(Search)	0.9		0.86	5
3	3	Mindshare	BenQ, Simbalion, Mos Burger, Peugeot	0.7		0.70	5
4	5	OMD	Asia Pacific Telecom, Turkish Airlines, Ferrero	0.6	Watsons	0.51	3
5	4	Universal McCann	Open Open Project, Valda Project, Miss Sofi Project	0.4		0.38	21
6	6	ZenithOptimedia	Nestle Digital, Swatch Group, Boscogen, Michael Vicent Entertainment	0.3	L'amour	0.19	4
7	10	Vizeum	Taiwan Beer, New Balance, Freshland foods	0.5	Asia Pacific Telecom	0.17	12
8	8	MediaCom	Microbio, FANCL	0.2		0.15	3
9	7	Carat	Tung Ho Steel, Gjun information, Taiwan Executive Yuan Project	0.3	Pernod Ricard	0.13	9
10	9	MEC	TaiChung Bank, LUXASIA, Old Town White House	0.5	Ferrero	0.09	13
11	11=	Havas Media		0.0		0.00	0
12	11=	Starcom MediaVest		0.0	CHOYA	-0.03	0
13	11=	Initiative		0.0	Turkish Airlines	-0.10	0
14	14	Maxus		0.0	SC Johnson(buying)	-0.59	0
						3.8	104

METHODOLOGY

The R3 New Business League has been compiled each of the last 154 months using data supplied by 26 multinational agencies on a monthly basis to R3. In addition, this data supplied is balanced against Client Estimates, Nielsen ADEX, discounted to appropriate levels and then converted to a revenue estimate. R3 strives to be accurate in all reporting, but welcomes comments and questions. Please write to greg@rthree.com or visit www.rthree.com for more information or to download a soft copy. R3 is the leading independent consultancy focused on tracking of agency performance, and marketing ROI for clients across the region.

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